

## Standard Advertising Terms & Conditions for International Institute of Business Analysis (IIBA)

- All advertising material is subject to approval by IIBA®, who reserves the right to decline or cancel any advertisement deemed to be unsuitable for any reason.
- Fees paid for advertising are non-refundable unless the advertisement is cancelled prior to the commencement of the advertising campaign, which is defined as the moment the advertisement is first published on the Internet or the Newsletter goes into production.
- Advertising space is subject to limited availability and will be assigned on a first come, first served basis.
- These terms, rates and conditions are subject to change without prior notice.
- IIBA is not bound to comply with advertiser instructions if they conflict with established policies.
- IIBA cannot guarantee ad placement on a particular page or section within the newsletter.
- The advertiser and any associated company(ies)/agency(ies) acknowledge that they own
- The rights and permissions to publish submitted material on the Internet. Each agrees jointly and severally to indemnify and save harmless IIBA against all damage, loss, expense and liability of any nature arising from our use of the advertisers submitted graphic content on the Internet.
- IIBA assumes no liability for errors in materials. If errors are discovered they will be returned to the advertiser for correction and that we reserve the right to decline publication of incorrect material.
- The advertiser is responsible for the quality of the materials they submit and are required to adhere to the ad specifications outlined below. IIBA assumes no responsibility for the reproduction quality of the images submitted by advertisers.
- IIBA reserves the right to refuse or postpone the display of submitted advertising content until all monies have been received (including the clearing of bank checks) in full and advertising space becomes available.
- IIBA is not liable for delays in publishing or failure to publish submitted advertising content in the event of circumstances beyond the control of IIBA.
- Material delivery deadlines – received one month prior to advertisement
- IIBA will accept advertisements for Certificate Programs but only from IIBA EEP's.
- Course must also be endorsed by IIBA

### Ad Guidelines;

1. Single Ad page; no multiple page animation
2. Must include IIBA EEP logo
3. Must include the full name of the program i.e. "Business Analyst Certificate Program"
4. Must clearly identify the vendors name - If the vendor name is an acronym then that is acceptable.
5. Can not include any acronyms regarding the program; i.e, BACP is unacceptable to put on the ad for example.

Website ads must comply with the following specifications:

- Animated GIF or JPG
- Flash or rotating banner ads
- 40 KB maximum size
- Maximum 15s in length
- Newsletter ads must comply with the following specifications:
- JPG or EPS format
- 300 dpi
- For ad sizes see the IIBA Ad Rates and Specifications document

**Legal Information – Please review and make sure your ads include the following IIBA branding**

The first instance of the following should be followed by its acronym in parentheses:

- *Business Analysis Body of Knowledge*® (*BABOK*®)
- Certified Business Analysis Professional™ (CBAP®)
- Endorsed Education Provider (EEP™)
- International Institute of Business Analysis (IIBA)
- Certification of Competency in Business Analysis™ (CCBA®)

Every other instance of the following should be:

- *BABOK*®
- *BABOK*®
- CBAP®
- EEP
- IIBA
- CCBA®

**If you are using any of the trademarks above you also need to include the legal lines below that correspond with the trademark(s) being used.**

IIBA®, the IIBA logo, *BABOK*® and *Business Analysis Body of Knowledge*® are registered trademarks owned by International Institute of Business Analysis.

CBAP® and CCBA® is a registered certification mark owned by International Institute of Business Analysis.

Certified Business Analysis Professional, EEP and the EEP logo are trademarks owned by International Institute of Business Analysis.

**For all trademark uses, include the following text that corresponds with the trademark being used:**

This trademark is used with express permission of International Institute of Business Analysis.

This registered trademark is used with express permission of International Institute of Business Analysis.

This registered certification mark is used with express permission of International Institute of Business Analysis.